Destination Image of Selected Tourist Destinations: Measurement, Analysis & Implications

Synopsis

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1. INTRODUCTION AND BACKGROUND OF THE PROBLEM

Given its myriad topography, history, culture and traditions, India represents one of the most promising tourism markets in the world. In fact, the Indian tourism and hospitality industry is the third-largest sub-segment of the services sector in India (http://www.ibef.org/). However, unlike large countries such as the USA, China and Australia who have developed a robust domestic tourism industry (Baker, 2013), India has yet to realize the potential of its burgeoning domestic tourism base. Further, despite the immense economic potential of domestic tourism, until the National Policy of Tourism 2002 followed by related strategic action plans, it had received scarce attention by ministry of tourism (Department of Tourism, Ministry of Tourism & Culture, Government of India, 2002). The Indian tourism statistical data shows that; the annual growth rate of domestic tourism in the year 2014 i.e. 11.9% is greater than international tourism 10.2% (Ministry of Tourism, Government of India, 2014). Also, the domestic tourism market is much more stable and impervious to fluctuations vis-à-vis international tourism (Ministry of Tourism, Government of India, 2012) and some noteworthy changes have emerged. Firstly, domestic tourists have migrated from VFR (Visiting Friends & Relatives) and religious category to travelling for leisure (FICCI, 2012). Secondly, over the years domestic travelers with increased disposable income, modernized lifestyles, better life quality etc. have their prime motive for travel as leisure and recreation (FICCI, 2012). As a country with billion plus people, we have a huge nation to showcase ourselves; yet, it remains an area of neglect by policy makers, academicians and practitioners alike.

In this context, the 2014-15 report by the working group of tourism (Ministry of Tourism, Government of India, 2014) highlights the necessity of detail studies to capture the perception of the foreign and domestic tourists about the various facilities at tourist destinations to aid policy framing. Further, there is a clear call to conduct surveys to find out the experience of domestic tourists at important tourist destinations and evaluation of domestic campaign launched by the Ministry of Tourism (Ministry of Tourism, Government of India, 2014). Unfortunately, this is a far cry from the reality. Despite increased attention and relevance drawn by ‘destination image’ as a key aspect of destination marketing, it has been an under researched area in Indian tourism academic literature as well as practitioner studies. Consequently, no previous Indian research exists which provides a pragmatic and explicit approach to capture the destination image of tourism destinations in India.

It is necessary to fully understand the scope of our (tourism) offerings to enable the sector to position and promote them in such a way that can helps actualize their potential and provide them a competitive edge. This in turn requires periodic assessment of the image of tourism destinations. As highlighted previously, a scrutiny of various reports of Ministry of tourism (Ministry of Tourism, Government of India, 2007; 2010) reveals an apathetic attitude in this regard. Although, statistics such as - foreign tourist arrivals and earnings and some sporadic data is available on domestic tourism; there is a lack of research which can illustrate the measurement of tourism destination. Recent reports (Ministry of Tourism, Government of India, 2011; 2014) highlight the critical need of market research but once again fail in specifying a research methodology for the same. It is for these reasons that this research study can be deemed timely.

Given the fact that domestic tourism plays an important role in overall tourism development in the country; an understanding about the perception of domestic tourists about tourism destinations could be a valuable source for tourism planners to determine the positioning and promotion of domestic destinations. Destination image measurement therefore emerges as an area of imminent concern and attention. This study aims to measure and analyze the destination image (on specific attributes) of selected tourist destinations and subsequently develop insights for policy makers & practitioners. It follows a multipronged approach wherein several aspects related with the measurement and impact of perceived destination image across selected tourist destinations are explored and examined. The same have been detailed in the section on research objectives.

2. REVIEW OF LITERATURE

Tourism destination image has been a focal area of conceptual and empirical tourism research for the last three decades. The importance of the tourist destination's image is universally acknowledged, since it affects the individual's subjective perception and consequent behavior and destination choice (Echtner & Ritchie 1991; Gallarza et al., 2002; Thao & Swierczek, 2008; Allameh et al., 2014). It may be defined as the sum of beliefs, ideas, and impressions that people have of a place or destination (Crompton 1979; Lopes, 2011). Thus, there emerged a long history in tourism research which focused on destination image. So much so that Suh & Gartner (2004) refer to destination image studies as "a staple of destination market research". Amidst this, destination image measurement has been one of the most popular topics of investigation in

tourism research (Pike, 2002). The present body of Indian tourism literature has focused on areas such as – destination branding and brand architecture strategies for India (Harish, 2010; Sharma, 2013; Singh & Ahuja, 2014); religious and spiritual tourism (Shinde, 2007; Agrawal et al., 2010; Gupta & Gulla, 2010; Tripathi et al., 2010); destination image, satisfaction and service quality (Kale & Weir, 1986; Chaudhary, 2000; Dwivedi, 2009; Madhavan & Rastogi, 2011; Rajesh, 2013). However, the Indian literature in this field is limited in adopting research instruments and methodology (advanced statistical techniques of assessment) that can comprehensively measure and visibly demonstrates an attribute wise measure and comparison of destination(s) image.

Literature in this field covers several topics of interest such as – conceptualization and dimensions; destination image formation process (static and dynamic); assessment and measurement of destination image; destination image management policies (positioning, promotion, etc.); tourist satisfaction etc. In their review of the past literature, Byon & Zhang (2010) and Gallarza et al. (2002) observe that over the last three decades, many researchers have identified variables/attributes that measure/represent destination image of a particular location. It is widely understood that these attributes fall in two components – cognitive and affective. Cognitive image components relate to beliefs or perceptions that tourists hold related to a destination. The affective image is characterized by the affective impressions or feelings that an individual possesses of a particular destination (Baloglu & McCleary, 1999). Although, there was a domination of cognitive destination model initially; there has been a preponderance of cognitive-affective image theory (Hanzaee & Saeedi, 2011) in the last few years.

The extant research demonstrates that a destination's image is a valuable concept in investigating the destination selection process. Furthermore, the measurement of a destination's image has been of great interest not only to tourism researchers but also to industry practitioners and destination marketers (Baloglu and McCleary, 1999). Creating and transmitting a favorable image to potential tourists in target markets could strengthen the competitiveness of a destination (Goodal, 1990; Gartner, 1993; Konecnik, 2002). To summarize, the following can be highlighted from the review of destination image literature by – the past literature reveals that the most popular regions for study were North America, Europe and Asia Pacific was ranked at third place; which requires more attention. Secondly, the destination image has measured the perceptions of only one destination, without a frame of reference to any competing destinations. In a recent study by Pike and Page (2014), they stated that not only has the destination and

destination marketing emerged as a central element of tourism research, it is associated with the operational activities undertaken in the highly competitive business of attracting visitors to localities; thus it is an emergent area of research in all perspectives.

3. RESEARCH OBJECTIVES AND RESEARCH QUESTIONS

The aforementioned framework highlights the criticality of periodic assessment of destination image of domestic tourist destinations. Accordingly, the rationale of this study is to measure and analyze the destination image on specific attributes of selected tourist destinations and subsequently develop insights for policy makers & practitioners. A multipronged approach is followed wherein several aspects related with the measurement and impact of perceived destination image across selected tourist destinations are explored and examined. Specifically the research objectives cover the following – 1) To measure the destination image of specific tourist destinations. (Shimla, Manali, Mussoorie, Mount Abu & Ooty); 2) to analyze the relative positioning of the specific destinations on cognitive & affective dimensions; 3) to cross validate and examine the robustness of SDI (Scale of destination Image); 4) to discern the impact of socio-demographic and travel behavior related variables on destination image; 5) to examine the influence of sources of information (Personal & Impersonal) on destination image and; 6) to study the impact of destination image on behavioral intentions – WOM, E-WOM & Repeat visit. Based on these objectives this study aims to investigate the following research questions:

RQ1: How do the selective destinations fare on the specific cognitive and affective destination image components?

RQ2: What is the underlying structure (similarities) and positioning of the specific destination image attributes and the five tourism destinations?

RQ3. Does the destination image scale demonstrate adequate psychometric properties in Indian settings?

RQ4. Does the scale exhibit measurement invariance across the selected (Shimla, Ooty, Manali, Mussoorie & Mount Abu) destinations?

RQ5. Does perceived destination image vary on the basis of socio-demographic variables (gender, age, occupation, education, family income and family life cycle)?

RQ6. Does perceived destination image vary on the basis of travel behavior related variables (travel arrangements, type of visitor, frequency of travelling and travel party)?

RQ7. Does perceived destination image vary on the basis of sources of information (Personal and Impersonal)?

RQ8. Do behavioral intentions - WOM & E-WOM and Repeat visit vary on the basis of perceived destination image?

4. RESEARCH METHODOLOGY

The destination image of five destinations – Ooty, Shimla, Manali, Mussoorie and Mount Abu is evaluated in this study. The primary drivers for the choice of these destinations being-consistently rated as popular destinations; attract homogeneous kind of tourist traffic; possess similar physical features and terrains (Ministry of Tourism, Government of India, 2004; 2005; 2009; 2010; 2011; www.outlooktraveller.com; www.tripadvisor.com; www.indianholiday.com), which can be accurately captured on adopted destination image scale and can be accomplished within the limitations of time and money with the field researcher. Initially, a pilot study of 103 respondents from Shimla was undertaken. Only minimal changes were necessary. Subsequently, data was collected across the five selected destinations. A two tier sampling has been used to fulfill the pursuit of the research – 1) Area sampling and 2) Convenience sampling. Under area sampling Shimla, Manali, Mussoorie, Mount Abu and Ooty selected as geographical samples. Thereafter domestic tourists were surveyed in these destinations through convenience sampling. Based on the guidelines of the extant literature (Lin et al., 2013; Salleh et al., 2013; Artuger & Cetinsoz, 2014) a total 853 respondents from the five selected destinations: Shimla (n=180), Manali (n=171), Mussoorie (n=160), Mount Abu (n=164) and Ooty (n=178) were deemed adequate for the conduct of data analysis and subsequent interpretation of the results. To examine the homogeneity of respondent profile across the destinations, a chi-square analysis on socio-demographic variables such as gender, age and occupation cross tabulated with the five destinations was undertaken. Results indicated non-significant differences with respect to gender implying (gender) homogeneity of respondent profile across destinations. Further, the analysis revealed significant differences on age and occupation albeit with very weak associations as indicated by the values of Crammer V. Thus, taken together these results point to a near homogenous sample profile. A total 853 respondents participated in the study with 54% male and 46% female respondents. The demographic variable age was categorized into five categories i.e. 20-30 years (31.3%), 31-40 years (29.4%), 41-50 years (20%), 51-60 years (14.3%) and

Above 60 years (5%). Most of the respondents were engaged in private jobs (39%) followed by business (16%) and the rest of the profile is as follows: students (15%), housewives (14%), government employees (13%) and others (3%). A set of structured questionnaire was used for data collection. The constructs and number of questions (based upon the research objectives) consisted of socio-demographic and travel related behavior information and statements on cognitive, affective and behavioral intention. An on-site personally administered survey was conducted at the popular tourist places of each destination. The data was collected in the year 2013 across all the five selected destinations in the period June to October.

In this study the measure for destination image includes both cognitive and affective aspects. The cognitive image was adapted from the scales developed in the past studies such as Etchner & Ritchie (1993), Chaudhary (2000), Beerli & Martin (2004) and Byon & Zhang (2010). The seven major cognitive attributes included in this study were – natural attractions, infrastructure, touristic attraction, culture, history and art, safety and security, social environment and value for money. Responses were collected on a seven point likert scale with 7 = strongly agree and 1 = strongly disagree. Affective image was measured by using bipolar affective scale of Russell et al. (1981). The original dimensions of the bipolar scale have been used which have the following attributes: unpleasant-pleasant; sleepy-arousing; distressing-relaxing and gloomy-exciting. Responses for affective scale were collected on a 7 point semantic scale where, for example, the value 3 indicated very pleasant, 0 = neither unpleasant nor pleasant and - 3 = very unpleasant. An item-wise description presented in the Table A1 (See Annexure). The personal and impersonal sources evaluated in this study were adapted from the past literature (Andreasen, 1968; Mitra et al., 1999; Mortimer & Pressey, 2013). The new additions in the existing categories were – 'relatives' and 'social media' in case of personal sources and; 'travel agents/tour operators' and 'books/guides' in case of impersonal sources of information. The constructs – WOM, E-WOM and repeat intentions were adopted from the past literature (Goyette et al., 2010 & Byon & Zhang, 2010).

5. RESULTS

The analysis has done through using descriptive statistics; correspondence analysis; confirmatory factor analysis; multi-group invariance; factorial MANOVA and multiple regressions. For the sake of brevity the independent variables which have significant impact on the dependent

variables have been presented in the tables. The research question wise results are presented next.

5.1 Measurement of Destination Image on the specific cognitive and affective destination image components [RQ1]

RQ1. How do the selective destinations fare on the specific cognitive and affective destination image components?

RQ1 was to assess – how the selective destinations fare on the cognitive and affective destination image components. Table 5.1 & Table A1 (See Annexure) present the results on the same. This simple analysis provides us a framework to suitably assess each destination across each attribute related with cognitive and the affective destination image on the basis of mean value.

Table 5.1 Attribute wise ranking of the selected destinations on the basis of mean values

	Destinations (Rank)				
Destination Image Attributes	**Shimla**	**Manali**	**Mussoorie**	**Mount Abu**	**Ooty**
Natural Attraction	2	1	4	5	3
Infrastructure	2	5	4	3	1
Touristic Attraction	4	3	5	1	2
Culture History & Art	2	3	5	1	4
Safety & Security	1	5	2	4	3
Social Environment	1	5	3	4	2
Value For Money	3	5	4	2	1
Affective Image	1	3	5	4	2

The five destinations scored high on – 'natural attraction' with Manali receiving the highest rating followed by Shimla, Ooty, Mussoorie and Mount Abu. The ratings somewhat dip with respect to 'infrastructure' particularly for Manali and Mussoorie; Ooty, Shimla and Mount Abu are comparatively better. In case of Touristic attraction Shimla and Mussoorie have lower ratings in comparison to other destinations. The ratings for 'culture, history and art' are highest for Mount Abu followed by Shimla, Manali, Ooty and Mussoorie. With respect to 'safety and security' Shimla and Mussoorie get a comparatively higher rating than the rest. Manali poorly rated on this dimension. Social environment was rated lower in Manali and Mount Abu in

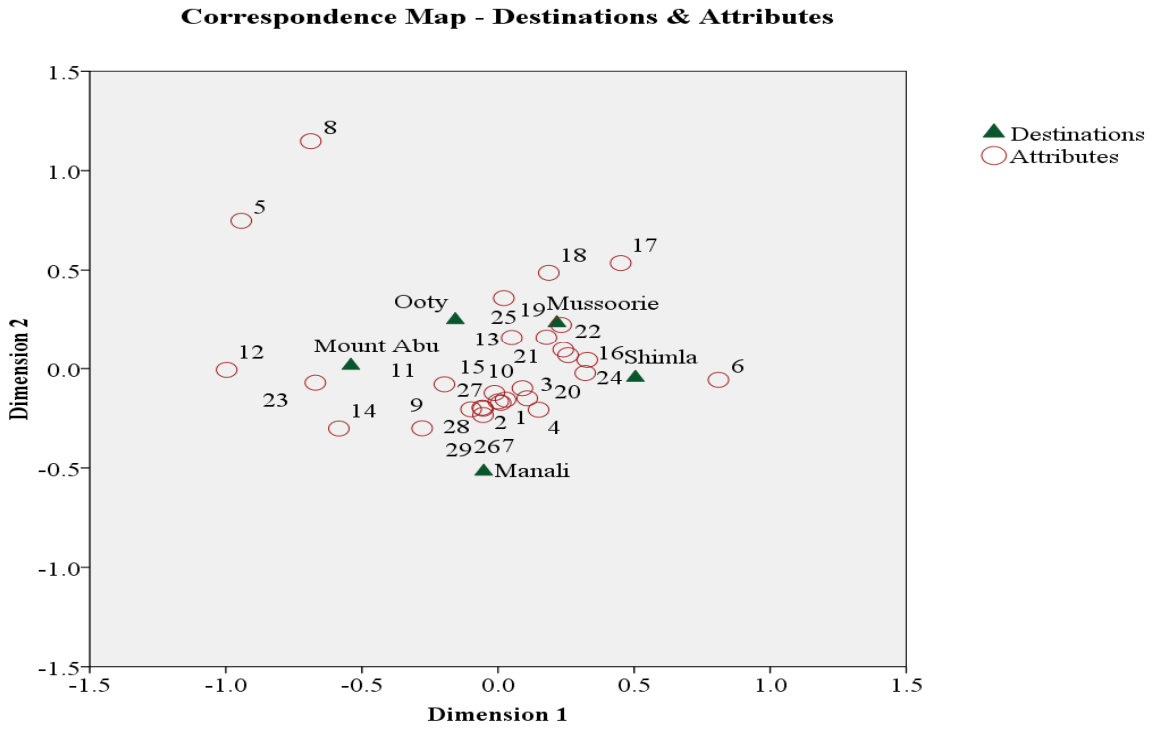
comparison to rest of the destinations and Shimla placed at rank 1. In case of 'value for money' Manali scores comparatively lower than the rest with Ooty scoring the highest followed by Mount Abu, Shimla and Mussoorie. Shimla scored the highest in case of affective dimension followed by Ooty, Manali, Mount Abu and Mussoorie.

5.2 The underlying structure (similarities) and positioning of the specific destination image attributes and the five tourism destinations [RQ2]

RQ2. What is the underlying structure (similarities) and positioning of the specific destination image attributes and the five tourism destinations?

To examine the underlying structure (similarities) and positioning of the specific destination image attributes (item-wise) and the five tourism destinations correspondence analysis has been used. The following correspondence map has been generated through analysis which shows the positioning of destinations with destination image attributes.

Figure 5.1



The correspondence analysis produces the maximum number of dimensions for a correspondence analysis solution equals the smaller of number of rows minus one or the number of columns minus one. In this study since the number of rows is 29 (items) and the number of columns is five (destinations), the maximum number of dimensions is four. To determine the dimensionality of the solution we examine the eigen values and the cumulative proportion of variance explained by the dimensions (Yavas and Shemwell, 1996). The first two dimensions generated in this study accounts for about 77 per cent of the total variance; for the sake of ease of display and interpretability, a two-dimensional solution was retained. The larger the absolute contribution of an item to a dimension, the more important that item is in determining the underlying structure of that dimension (Hoffman and Franke, 1986; Yavas and Shemwell, 1996). The results revealed that the dominant items in dimension 1 were: excellent hotels restaurants facilities (6), local cuisine and food outlets (12) and famous handicraft (14). The destinations Mount Abu and Shimla has strongest representation for dimension 1. In dimension 2, the dominant items were parking facilities (8), less crime rate (17) and safe secure (18) and Manali has strongest representation for this.

The above discussed results reveal that the positioning of Mount Abu and Shimla determined through the specific items: excellent hotels restaurants facilities (6), local cuisine & food outlets (12) and famous handicraft (14). Mount Abu positioned itself positive for the attributes local cuisine & food outlets and famous handicraft. On the contrary Shimla was negatively positioned on the same attributes. Shimla was positioned positive for the dimension excellent hotels restaurant facilities and Mount Abu negatively positioned on the same. The positioning of Manali determined through the items: parking facilities (8), less crime rate (17) and safe secure (18) attributes. Manali was negatively positioned on these items. The correspondence map reveals the underlying structure and positioning of the attributes and the destinations. This graphical output also provides information about how the destinations are positioned vis-á-vis competitor destinations. This figure supplies critical evidence of how destinations relate to various attributes. For instance, Shimla is positioned close to stable political environment (16), appropriately priced shopping merchandise (24); Mussoorie to quality of life (22), friendly residents (19); Manali to the items of affective dimension unpleasant-pleasant (26) sleepy-arousing (27) gloomy-exciting (29); Mount Abu to amusement recreation (11) and Ooty to appropriately priced shopping merchandise (25) and monuments and buildings (13) and is the

only destination which is comparatively closer to excellent transport facilities (5) and parking facilities (8).

The correspondence map results also revealed that items on which destinations similarly positioned were: good climate (1); scenic beauty (2); unique flora and fauna (3); green cover (4); adventurous sites (10) and; distressing-relaxing (28).

5.3 The destination image scale adequate psychometric properties in Indian settings [RQ3]

RQ3. Does the destination image scale demonstrate adequate psychometric properties in Indian settings?

To examine the destination image scale demonstrate adequate psychometric properties in Indian settings confirmatory factor analysis has been used. The reliability and validity has been checked through the recommended procedures in the previous literature (Fornell and Larcker, 1981; Bentler, 1995; Hair et al, 1999; Del Barrio and Luque, 2000). The scale reliability was assessed through the computation of composite reliability (CR). The values of CR are above the threshold values of .7 deeming the scale reliable. Factor loadings establish the convergent validity of the scale as all items significantly load on their respective latent constructs and range above the threshold value of 0.5 (Fornell and Larcker, 1981; Evangelista and Dioko, 2011) with the exception of only item – 'economical mode of transportation' (.43). The measure for Average variance extracted for all latent variables (constructs) is higher than .45 with an exception of the latent variable infrastructure. A strong discriminant validity is however, established with AVE (Average variance extracted > SIC (Squared inter construct correlation) (Fornell and Larcker, 1981). Overall, across a range of indicators, the scale demonstrates adequate psychometric properties.

RQ4. Does the scale exhibit measurement invariance across the selected (Shimla, Ooty, Manali, Mussoorie & Mount Abu) destinations?

The measurement invariance across destinations established through configural, metric and scalar invariance. The configural model was evaluated based on its goodness-of-fit indices to determine if the model was a good representation of the hypothesized relationships (Hu and Bentler, 1999; Lee, 2009) across all samples (destinations in this case). In this study, the latent variable – 'infrastructure' was dropped from the model as its items depicted poor factor loadings

and the items had large modification indices with (covariance) items of other constructs. The model showed an acceptable fit. To test for metric invariance, the factor pattern coefficients were constrained to be equal. The metric invariance across the five samples also shows a good model fit. With the support of metric invariance model, scalar invariance was tested by constraining the intercepts of the 25 indicators to be the same across the five samples. By constraining the intercepts to be equal, the value of CFI and TLI severely deteriorated. Consequently, the focus shifted towards partial scalar invariance. The attributes unique flora and fauna (Item 3), green cover (Item 4), easy to converse (Item 20), monuments and buildings (Item 13), adventurous sites (Item 10), famous handicraft (Item 14), safe secure (Item 18), prices for food accommodation (Item 24), stable political environment (Item 16) and local cuisine & food outlets (Item 12) had contributed to the deteriorating value of CFI. Relaxing these constraints yielded substantial improvement in fit as compared to the full scalar invariance model.

5.4 The perceived destination image vary on the basis of socio-demographic variables (gender, age, occupation, education, family income and family life cycle) [RQ5]

RQ5. Does the perceived destination image vary on the basis of socio-demographic variables (gender, age, occupation, education, family income and family life cycle)?

On the basis of RQ5 the following hypotheses were formulated.

H1: The socio-demographic characteristics a) gender b) age c) occupation d) education e) family income and f) family life cycle have an impact on the perceived cognitive destination image.

H2: The socio-demographic characteristics a) gender b) age c) occupation d) education e) family income and f) family life cycle an impact on the perceived affective destination image.

In order to test the hypothesis – H1, the Factorial MANOVA was carried with socio-demographic variables – a) gender b) age c) occupation d) education e) monthly family income and f) family life cycle across destinations as independent variable and cognitive image attributes as dependent variable. Similarly, to test H2, affective image has been taken as dependent variable. The results are presented in the table 5.2 and 5.3.

The results revealed that gender, age, education and family life cycle has impact on perceived destination image. Further the interaction effect of gender and destinations was significant for safety & security. Female rated safety & security low in Manali and Mount Abu. The interaction effect of age and destinations was significant for safety & security and social environment. The

age group 20-30 years rated safety & security lower in Mussoorie and Mount Abu in comparison to age groups 31-40 & 41-50. The social environment also rated lower in Manali and Mount Abu by the age group 20-30 years in comparison to age groups 31-40 & 41-50. The interaction effect of family life cycle and destinations was significant for infrastructure and social environment. The individuals and couple with children perceived infrastructure better in comparison to couples in Mount Abu. Whereas in Manali couples rated infrastructure better in comparison to individuals and couple with children. The social environment was perceived better by couples and couples with children in comparison to individuals in Manali and Mount Abu.

Table 5.2 Multivariate Results for Socio-demographics and Destinations

Effect	**Model**	
Socio-demographic variables	**Pillai's Trace**	
	F	**p-value**
Gender	**2.95**	**0.00***
Gender * Destination Wise	**1.75**	**0.01***
Age	NS	NS
Age * Destination Wise	**1.33**	**0.04***
Occupation	NS	NS
Occupation * Destination Wise	NS	NS
Family Income	NS	NS
Family Income * Destination Wise	NS	NS
Education	**2.88**	**0.00***
Education * Destination Wise	NS	NS
Family life cycle	**2.2**	**0.00***
Family Life Cycle * Destination Wise	**1.68**	**0.00***

* Significant at 5% level of significance, NS- Non Significant

Table 5.3 Univariate Significant Results Based on Socio-demographics and Destination Image Attributes

Socio-demographic variables	Main Effect (Socio-demographics)		Interaction Effect (Socio-demographics* Destinations)	
	F	**p-value**	**F**	**p-value**
Gender				
Culture History & Art	**4.59**	**0.03***	NS	NS
Safety & Security	**12.16**	**0.00***	**7.99**	**0.00***
Age				
Safety Security	NS	NS	**1.95**	**0.05***
Social Environment	NS	NS	**2.44**	**0.01***
Education				
Natural Attraction	**11.52**	**0.00***	NS	NS
Culture History & Art	**4.34**	**0.04***	NS	NS
Family Life Cycle				
Infrastructure	NS	NS	**1.92**	**0.05***
Touristic Attraction	**4.99**	**0.01***	NS	NS
Social Environment	**3.94**	**0.02***	**3.03**	**0.00***
Value For Money	**3.39**	**0.03***	NS	NS

* Significant at 5% level of significance, NS- Non Significant.

5.6 The perceived destination image on the basis of travel behavior related variables (travel arrangements, type of visitor, frequency of travelling and travel party) [RQ6]

RQ6. Does the perceived destination image vary on the basis of travel behavior related variables (travel arrangements, type of visitor, frequency of travelling and travel party)?

On the basis of RQ6 following hypotheses were formulated.

H3: The travel behavior related variables – a) travel arrangements, b) type of visitor, c) travel party and d) frequency of travelling have an impact on the perceived cognitive destination image.

H4: The travel behavior related variables – a) travel arrangements, b) type of visitor, c) travel party and d) frequency of travelling have an impact on the perceived affective destination image.

To test the hypothesis – H3, the Factorial MANOVA was carried with travel behavior related variables – a) travel arrangements, b) type of visitor, c) travel party and d) frequency of travelling across destinations as independent variable and cognitive image attributes as dependent variable. Similarly, to test H4, affective image has been taken as dependent variable.

The results have been presented in the Table 5.4 and 5.5.

Table 5.4 Multivariate Results for Travel Behavior Related Variables and Destinations

Effect	**Model**	
Travel Behavior Related Variables	**Pillai's Trace**	
	F	**p-value**
Travel Arrangements	NS	NS
Travel Arrangements* Destinations	NS	NS
Type of Visitor	**1.92**	**0.05***
Type of Visitor* Destinations	**2.26**	**0.00***
Travel Party	NS	NS
Travel Party* Destinations	NS	NS
Frequency of Travelling	**1.75**	**0.03***
Frequency of Travelling* Destinations	NS	NS

* Significant at 5% level of significance, NS- Non Significant.

Table 5.5 Univariate Significant Results Based on Travel Behavior Related Variables and Destination Image Attributes

Effect	Main Effect		Interaction Effect	
	F	**p-value**	**F**	**p-value**
Type of visitor				
Infrastructure	NS	NS	4.3	**0.00***
Culture History & Art	**3.99**	**0.04***	NS	NS
Safety & Security	**6.33**	**0.01***	**2.91**	**0.02***
Value For Money	NS	NS	**5.42**	**0.00***
Affective Image	**3.67**	**0.05***	NS	NS
Frequency of Travelling				
Infrastructure	**7.88**	**0.00***	NS	NS

* Significant at 5% level of significance, NS- Non Significant.

The results reveal that type of visitor and frequency of travelling has an impact on destination image. The interaction effect for type of visitor and destination was significant for perceiving infrastructure, safety security and value for money. The repeat visitors perceived infrastructure

better than the first time visitors in Mussoorie. The first time visitors in Mussoorie and Mount Abu have better perception of safety and security in comparison to repeat visitors. The value for money perceived differently in Shimla and Mount Abu. The first time visitors rated value for money low in Shimla in comparison to repeat visitors. In Mount Abu first time visitors rated value for money higher than repeat visitors.

5.7 The perceived destination image varies on the basis of sources of information (Personal and Impersonal) [RQ7]

RQ7. Does the perceived destination image vary on the basis of sources of information (Personal and Impersonal)?

On the basis of RQ7 the following hypotheses were formulated.

H5: The personal sources of information have an impact on the perceived cognitive destination image.

H6: The personal sources of information have an impact on the perceived affective destination image.

H7: The impersonal sources of information have an impact on the perceived cognitive destination image.

H8: The impersonal sources of information have an impact on the perceived affective destination image.

The respondents have marked their preferences for sources of information in the order 1 to 8 to make their travel plan. Here rank 1 means high preference and 8 means the lower preference. In order to understand the responses that which sources of information have been preferred by the tourists across destinations has been analyzed through Friedman ANOVA (Table 5.6).

Table 5.6 Destination Wise Freidman Rank Score of Information Sources

	Impersonal Sources of Information				**Personal Sources of Information**			
Information Sources	T.V.	Travel Agents /Tour Operators	Books/Guides	Official Websites	Social Networking Sites	Family Members	Friends	Relatives
Shimla								
Rank in Importance	6	8	7	5	4	2	1	3
Friedman Mean Rank	5.19	5.76	5.7	4.74	4.67	2.96	2.78	4.2
Ooty								

Rank in Importance	8	7	6	1	4	2	3	5
Friedman Mean Rank	5.88	5.42	5.29	3.35	4.07	3.89	3.91	4.19
Mussoorie								
Rank in Importance	7	8	6	5	4	2	1	3
Friedman Mean Rank	5.6	6.4	5.59	4.96	3.96	3.07	2.54	3.87
Manali								
Rank in Importance	6	8	7	4	5	2	1	3
Friedman Mean Rank	5.37	5.6	5.48	4.34	4.68	3.4	3.04	4.08
Mount Abu								
Rank in Importance	6	8	7	5	3	2	1	4
Friedman Mean Rank	5.11	6.13	5.74	4.43	4.24	3.05	3.01	4.29

The results of Friedman Anova reveals that personal sources of information were preferred over impersonal sources of information by the tourists in all the selected destinations; except for Ooty where official websites were preferred at number 1. Subsequently, Factorial Manova has been used to test the hypotheses. The personal and impersonal sources as independent variables and destination image have been taken as dependent variable. The personal and impersonal sources of information has been divided into three categories high, medium and low based on the range. The range for the category high is 10-14; for moderate 15-21 and; for low 22-26 (Table 5.7 & Table 5.8).

Table 5.7 Multivariate Results for Sources of Information and Destinations

Effect	Model	
	Pillai's Trace	
	F	**p-value**
Personal Sources of Information	**5.84**	**0.00***
Personal Sources of Information* Destinations	**1.5**	**0.01***
Impersonal Sources of Information	**5.66**	**0.00***
Impersonal Sources of Information* Destinations	**1.59**	**0.00***

* Significant at 5% level of significance, NS- Non Significant.

Table 5.8 Univariate Significant Results Based on Sources of Information and Destination Image Attributes

	Personal Sources of Information				Impersonal Sources of Information			
	Main Effect		Interaction Effect		Main Effect		Interaction Effect	
Destination Image Attributes	**F**	**p-value**	**F**	**p-value**	**F**	**p-value**	**F**	**p-value**
Natural Attraction	**3.82**	**0.02***	NS	NS	**4.67**	**0.01***	NS	NS
Infrastructure	**6.60**	**0.00***	**1.94**	**0.05***	**6.10**	**0.00***	**2.22**	**0.02***
Touristic Attraction	**7.10**	**0.00***	NS	NS	**5.73**	**0.00***	NS	NS
Culture History & Art	**25.05**	**0.00***	**2.53**	**0.01***	**24.26**	**0.00***	**2.41**	**0.01***
Safety & Security	**7.20**	**0.00***	NS	NS	**7.04**	**0.00***	NS	NS
Social Environment	**3.51**	**0.03***	**2.65**	**0.01***	**3.94**	**0.02***	**2.81**	**0.00***
Value For Money	**4.77**	**0.01***	NS	NS	**4.80**	**0.01***	NS	NS
Affective Image	NS	NS	NS	NS	NS	NS	NS	NS

* Significant at 5% level of significance, NS- Non Significant.

The results revealed that personal sources of information have an impact on all the attributes of cognitive image. There is no such impact on affective destination image. More specifically, there has been found destination wise interaction effect on infrastructure, culture history & art and social environment. The tourists who have more inclination towards personal information sources have better perception of infrastructure, culture history & art and social environment across destinations. The impersonal sources of information also have an impact on all the attributes of cognitive destination image. The interaction effect of impersonal sources of information with destinations has been found significant for infrastructure, culture history & art and social environment. The tourists who have more inclination towards impersonal sources have low perception of infrastructure, culture history & art and social environment across destinations.

5. 8 The perceived destination image and tourist behavioral intentions – WOM, E-WOM and Repeat visit [RQ8]

RQ8. Does the perceived destination image affect tourist behavioral intentions - WOM & E-WOM and Repeat visit?

On the basis of RQ8 the following hypotheses have been formed.

H9: Perceived destination image affects the propensity for word of mouth.

H10: Perceived destination image affects the propensity for electronic word of mouth.

H11: Perceived destination image affects the tendency of repeat visit.

Multiple regressions have been used to test the hypotheses. The attributes of destination image were taken as independent variable and WOM, E-WOM and Repeat visit as dependent variable. The results have been presented in the Table 5.9 & 5.10.

Table 5.9 Destination Wise Significant Model Statistics for WOM, E-WOM & Repeat Visit

Behavioural Intention	Destinations	Constant	t-value	p-value	Model Statistics		
					Aj. R2	F	p-value
WOM	Shimla	5.02	9.11	0.00	0.04	1.84	0.07
	Ooty	4.64	10.62	0.00	0.04	**2.01**	**0.05***
	Mount Abu	5.3	6.24	0.00	0.04	1.92	0.06
E-WOM	Shimla	3.94	4.13	0.00	0.04	1.83	0.07
	Ooty	1.54	2.08	0.04	0.07	**2.63**	**0.01***
	Manali	4.09	4.24	0.00	0.05	1.91	0.06
Repeat Visit	Ooty	1.36	2.09	0.04	0.14	**4.64**	**0.00***
	Mussoorie	2.93	3.8	0.00	0.11	**3.51**	**0.00***
	Mount Abu	4.38	5.12	0.00	0.04	1.83	0.07

* Significant at 5% level of significance.

Table 5.10 Significant Results of Perceived Destination Image on Behavioral Intentions (WOM, E-WOM and Repeat visit) Across Destinations

	Shimla		Ooty		Mussoorie		Manali		Mount Abu	
	t	p-value	t	p-value	t	p-value	t	p-value	t	p-value
1. Natural Attraction										
Repeat Visit	NS	NS	NS	NS	**-1.94**	**0.05***	NS	NS	NS	NS
2. Infrastructure										
WOM	NS	NS	**-1.95**	**0.05***	NS	NS	NS	NS	**-2.51**	**0.01***
Repeat Visit	NS	NS	NS	NS	NS	NS	NS	NS	**-1.79**	**0.08**
3. Touristic Attraction										
WOM	**-1.76**	**0.08**	NS	NS	NS	NS	NS	NS	NS	NS
E-WOM	NS	NS	NS	NS	NS	NS	**-1.81**	**0.07**	NS	NS
Repeat Visit	NS	NS	**3.03**	**0.00***	**2.06**	**0.04***	NS	NS	NS	NS

4. Culture History & Art										
E-WOM	**1.91**	**0.06**	NS	NS	NS	NS	NS	NS	NS	NS
5. Safety & Security										
WOM	NS	NS	**-2.19**	**0.03***	NS	NS	NS	NS	NS	NS
Repeat Visit	NS	NS	NS	NS	NS	NS	NS	NS	**1.92**	**0.06**
6. Social Environment										
WOM	1.81	0.07	NS	NS	NS	NS	NS	NS	NS	NS
E-WOM	NS	NS	**2.49**	**0.01***	NS	NS	NS	NS	NS	NS
Repeat Visit	NS	NS	**1.84**	**0.07**	NS	NS	NS	NS	NS	NS
7. Value For Money										
WOM	NS	NS	NS	NS	NS	NS	NS	NS	**-1.86**	**0.07**
8. Affective Image										
WOM	NS	NS	**2.21**	**0.02***	NS	NS	NS	NS	NS	NS
E-WOM	NS	NS	**2.27**	**0.02***	NS	NS	**2.40**	**0.02***	NS	NS
Repeat Visit	NS	NS	**2.00**	**0.05***	**2.80**	**0.00***	NS	NS	NS	NS

* Significant at 5% level of significance, NS- Non Significant.

The results revealed that for perceived destination image has limited significance in predicting propensity for word of mouth, electronic word of mouth and repeat visit. The reason for this might be the onsite survey undertaken in this study. Particularly, destination wise in Shimla; moderate impact of touristic attraction and social environment; in Ooty infrastructure, safety security and affective destination image; in Mount Abu moderate impact of infrastructure and value for money has been found in predicting word of mouth. The cognitive image attributes have no impact on word of mouth in case of destinations Mussoorie and Manali. For Perceived destination image and electronic word of mouth the destination wise results indicates that in Shimla; culture history & art; in Ooty social environment, affective destination image; in Manali touristic attraction and affective destination image predicts the electronic word of mouth. The cognitive image attributes have no impact on electronic word of mouth in case of destinations for the destinations Mount Abu and Mussoorie. The result for perceived destination image and repeat visit shows that in Ooty; touristic attraction, social environment and affective image contribute in predicting intention of repeat visit. In Mussoorie; natural attraction, touristic attraction and affective image are the major contributors in predicting repeat visit. In Mount Abu; infrastructure and safety & security predicts the repeat visit. The cognitive image attributes have no impact on repeat visit in case of destinations Shimla and Manali

6. CONCLUSIONS

At a time when the Indian tourism industry has found an all new focus on its promising domestic tourists' base, it becomes imperative for them to understand their consumers (tourists) and the kind of image they hold. Marketing and tourism researchers need to undertake qualitative and quantitative analysis which can assist destination marketers in their market segmentation and positioning activities.

An examination of individual items reveals that parking and transportation facilities in particular rate low. Despite having highest rating for the 'natural attraction' these hill stations are facing problems of adequate parking, roads etc. The local roads and national highways are in a bad condition in Manali and there are no plans to improve the poor infrastructure (http://www.tribuneindia.com/). In a report by Ministry of Tourism conducted in the year 2010 also report that the domestic tourists were also concerned with the poor road condition in Manali (Ministry of Tourism, Govt. of India, 2010). Similarly, it has been reported that Mussoorie also needs to improve its poor infrastructure (roads, hotel accommodation) to deal with tourism and exceeded tourists arrivals. The poor road conditions and parking problems it is also faced in Shimla as well. In a recent news article it was stated that to deal with pollution and parking problems the odd-even scheme as in Delhi is under thought for Shimla also (http://articles.economictimes). The rest of the destinations have better rating for infrastructure only with marginal difference. In case of 'touristic attraction' Shimla and Mussoorie have lower ratings in comparison to the rest of the destinations. These destinations have not much to offer in terms of amusement and recreation, local cuisine and food outlets as Mount Abu and Ooty provides to the tourists. The ratings for 'culture, history and art' are highest for Mount Abu followed by Shimla, Manali, Ooty and Mussoorie. The result is quite obvious that the entire Rajasthan is known for its culture, history & art. The culture of Mount Abu is also fascinating and captivating. The markets of Mount Abu are filled with brilliant handicrafts of Rajasthan Mount Abu is one of the finest place to buy jewelries metal crafts etc. (http://www .rajasthandirect.com). Observing the rich culture of Mount Abu gives a fair idea about the traditions and practices that are still followed by the locals. The festivals, the events, the attractions, all reflect the culture of Mount Abu in one way or the other (https://www .makemytrip.com). The monuments of Shimla showcase a wonderful architectural excellence like Gaiety Heritage Cultural Complex, Indian Institute of Advance Studies, churches etc.

(http://www.shimlaonline.in/city-guide/monuments-in-shimla). The famous handicraft of Shimla that attracts tourists is shawls, metal work, wood crafts etc. (http://www.shu bhyatra.com). Other destinations lag behind in comparison to these two. With respect to 'safety and security' Shimla and Ooty get a comparatively higher rating than the rest. The online survey done by youguv.com along with a portal has put Shimla at third place in the category of safest cities among 37 cities across the country and comprised 6,167 respondents (http://timesofindia.indiatimes.com). Ooty also offers very little in the way of dangers to visitors with crime levels being exceedingly low and violent crime towards tourists is virtually unheard of (http://www.hoteltravel.com/india /ooty/ooty-safety-tips.htm). Manali rated least for 'safety and security' that might be because of recent criminal activities towards tourists. The murders (http://timesofindia.indiatimes.com) and recent rape cases reported in Manali has further affected its position (http://www.thehindu.com). Social environment was rated lower in Manali and Mount Abu in comparison to rest of the destinations. In a report on Manali it was stated that the domestic tourists were concerned about the behavior of the officials available at tourist reception office and they were not satisfied with it (Ministry of Tourism, Govt. of India, 2010). To built a sense of civic sense a recent step has been taken by the local government to ban disposable plates and glasses to provide garbage bin at the required places and a penalty has been imposed for the same (http://timesofindia.in diatimes.com). In case of 'value for money' Manali scores comparatively lower than the rest with Ooty scoring the highest followed by Mount Abu, Shimla and Mussoorie. Manali has expensive taxi services which get hiked time by time (http://devilonwheels.com). The ratings for the affective image seem appropriate with Shimla receiving the highest rating and Mussoorie the lowest. Manali's position (correspondence Analysis) was positively associated on the affective items. Destination marketers can use this advantageously and foster programs and internet platforms to share their experiences as tourists will be more forthcoming in their WOM or e-WOM activities.

The results from the present study deem valid the generalizability of the destination image attributes facilitating its easy adoption in a variety of settings. The current study assesses the cognitive and affective dimensions of destination image of specific Indian tourist destinations based on socio-demographic and travel related behavior variables and significant results have been found for gender, age, family life cycle and type of visitor and the critical conclusions can be made: The gender can be a discriminating factor in perceiving safety & security as females

rated safety & security low as compared to males. It has to be ensured in policy making and regulations of each and every state that safety and security of the tourists has to be firmly integrated with all forthcoming tourism policies. The age group 20-30 perceived safety & security and social environment lower than the age groups 31-40 & 41-50. The family life cycle also impacts the perceived destination image; individuals and couples perceiving infrastructure better in comparison to couples with children. However, the social environment was perceived better by couples and couples with children in comparison to the individuals. The destinations in promotional campaign and in practical should provide adequate facilities for individuals, couples and couples with children so that destination comes at top in their future priority list. Another finding was that repeat visitors perceive infrastructure better than the first time visitors. The infrastructural facilities should be provided especially to first time visitors and also to repeat visitors so that more firm image should be build for too long. The other important conclusion from the study has been made that the tourists having high influence of personal sources have high perceived destination image and the tourists who prefer impersonal sources of information have low perceived destination image. The limited impact of perceived destination image can be traced from the results. The onsite survey can be reason because the behavioral intentions better developed after a time gap. Instead of this destination marketers should emphasize on providing a better experience to the tourists so that their perception can be converted into a positive referral to others.

7. IMPLICATIONS

The analysis yields several insights. It is beyond the scope of this current report to discuss all of them in detail; however an overview of the same is being highlighted. The review of reports of Ministry of tourism as well as other articles revealed a glaring lacuna in measurement and assessment of destination image (s). The establishment and empowerment of DMO (s) is clearly evident. The empirical analysis from this study suggests that the destinations are mostly clustered around the same set of attributes making them close competitors and the need for each destination to cultivate a unique image is obvious. The results of this study empower destination marketers by allowing them to visualize their destinations' competitive standing relative to their competitors' strengths and weaknesses and also to visualize the similarities in the perceived attributes across destinations. For example local cuisine & food outlets, hotels & restaurants,

famous handicraft and parking facilities have strong influence on destinations' positioning. For example destinations have a clear association with natural attraction but they are not particularly differentiated on this. This indicates that although there is a continuous need to showcase and highlight their natural setting and; the destination marketers need to refrain from stereotypical approaches and build a distinctive appeal in their marketing communications. All aspects related with the infrastructure such as - transport facilities and parking facilities require considerable attention. In this regard, Ooty demonstrates a comparatively better positioning than the rest which can be captured and highlighted in their promotional campaigns. Additionally, vertical parking, improving railways, intra shuttle transport can also ease the situations for these destinations. Next, the segment specific results from this study can be incorporated to design promotional schemes specific to the destinations. In particular, destination marketers can develop strategies for women tourists, individuals, couples, couples with children, first time and repeat tourists in a more suitable manner. Engaging the various stakeholders such as hoteliers, tour operators, local shopkeepers, residents to give a memorable experience to the tourists is another less cultivated aspect. The results from the study revealed that culture, history & art, social environment and value for money provides difference in perception in the destinations and therefore an integrated approach creates a win-win situation of all stakeholders. A noteworthy aspect of this study is about discriminating role of personal sources of information on the perceived destination image. This is consistent with the past research (Venkatraman and Dholakia, 1997) which have time and again emphasized on the referent power of the personal sources. The implication is obvious. Tourist marketing and promotional activities need to consider and respond to the occurrence of opinion leadership and word of mouth activities. The impersonal sources of information should take a call on this and they need to be effective and aggressive in their marketing communications.

LIMITATIONS & FUTURE SCOPE

The study suffers from some limitations. Firstly, it focuses on leisure domestic tourists (excluding international/business /social travelers and intra-state tourists). The sample is also limited to hill stations only. Secondly, tourist characteristics related to personality and individual behavior are not a part of the present analysis. Also, the impact of behavioral intention needs to be examined over a period of time and is likely to show limited evidence in an onsite survey.

Future studies may overcome these limitations. Future research can replicate the destination measurement scale used in this study for exploring the destination image of other Indian destinations. Longitudinal studies should also be undertaken to capture the change in destination image perception over a period of time.

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ANNEXURE

Table A1 Descriptives for selected tourist destinations

Destinations	**Shimla**	**Manali**	**Mussoorie**	**Mount Abu**	**Ooty**
	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)
Cognitive Image					
Natural Attraction	6.23 (0.61)	6.35 (0.68)	5.86 (0.68)	5.22 (1.00)	6.21 (0.63)
1. Good Climate	6.28 (0.74)	6.36 (0.88)	6.06 (0.88)	5.11 (1.12)	6.36 (0.74)
2. Scenic Beauty	6.26 (0.77)	6.39 (0.82)	5.92 (0.92)	5.93 (1.29)	6.43 (0.71)
3. Unique Flora and Fauna	6.19 (0.76)	6.22 (1.17)	5.45 (0.92)	5.12 (1.52)	5.98 (0.89)
4. Green Cover	6.19 (0.80)	6.43 (0.84)	6.01 (0.89)	4.76 (1.36)	6.07 (1.07)
Infrastructure	4.45 (0.59)	3.86 (1.22)	3.86 (1.11)	4.05 (1.21)	4.94 (0.97)
5. Excellent Transport facilities	3.51 (0.94)	3.20 (1.59)	3.75 (1.57)	4.96 (1.71)	4.76 (1.44)
6. Excellent Hotels Restaurants facilities	5.37 (0.52)	4.50 (1.72)	4.36 (1.46)	2.89 (1.54)	5.45 (1.11)
7. Less Pollution	6.27 (0.68)	5.01 (1.84)	4.31 (1.54)	5.30 (1.79)	5.65 (0.94)
8. Parking Facilities	2.67 (1.04)	2.74 (1.42)	3.02 (1.50)	3.05 (1.61)	3.90 (1.72)
Touristic Attraction	4.49 (0.70)	5.03 (1.20)	4.36 (1.05)	5.28 (1.30)	5.14 (0.86)
9. Best Shopping Centers	4.36 (1.18)	4.37 (1.79)	3.48 (1.47)	4.66 (1.80)	4.37 (1.51)
10. Adventurous Sites	5.67 (0.80)	5.77 (1.57)	4.98 (1.28)	5.38 (1.78)	5.42 (0.93)
11. Amusement Recreation	4.47 (1.16)	5.53 (1.50)	5.04 (1.28)	5.46 (1.58)	5.56 (0.90)
12. Local Cuisine and Food Outlets	3.48 (1.07)	4.47 (1.70)	3.96 (1.63)	5.63 (1.47)	5.21 (1.25)
Culture History & Art	5.51 (0.73)	4.90 (1.44)	4.60 (1.27)	5.80 (1.31)	4.83 (1.13)
13. Monuments and Buildings	6.21 (0.81)	4.16 (1.80)	4.83 (1.68)	5.87 (1.45)	4.70 (1.41)
14. Famous Handicraft	4.21 (1.17)	5.38 (1.78)	4.26 (1.64)	5.88 (1.46)	4.94 (1.47)
15. Rich Customs and Religion	6.13 (0.93)	5.16 (1.83)	4.71 (1.44)	5.68 (1.41)	4.85 (1.32)
Safety & Security	6.08 (0.65)	4.24 (1.21)	5.69 (0.90)	4.55 (1.51)	5.43 (0.90)
16. Stable Political Environment	6.06 (0.85)	5.06 (1.76)	5.33 (1.20)	4.30 (1.74)	5.19 (1.36)
17. Less Crime Rate	6.15 (0.80)	3.78 (1.55)	5.81 (1.08)	4.13 (1.87)	5.33 (1.22)
18. Safe Secure	6.04 (0.83)	3.89 (1.50)	5.95 (1.02)	5.22 (1.90)	5.79 (0.77)
Social Environment	5.95 (0.54)	4.55 (1.28)	5.29 (0.82)	4.75 (1.29)	5.39 (0.71)
19. Hosts and Friendly Residents	5.99 (0.76)	4.41 (1.73)	5.47 (1.04)	4.95 (1.86)	5.59 (0.95)
20. Easy to Converse	6.28 (0.74)	4.64 (1.94)	5.32 (1.09)	4.90 (1.79)	4.90 (1.22)
21. Good Civic Sense	5.66 (0.64)	4.44 (1.66)	5.24 (1.02)	4.77 (1.72)	5.49 (0.89)
22. Quality of Life	5.89 (0.75)	4.71 (1.66)	5.12 (1.20)	4.40 (1.74)	5.60 (0.73)
Value For Money	4.28 (1.19)	3.99 (1.45)	4.13 (1.18)	4.36 (1.47)	4.44 (1.29)
23. Economical Mode of Transportation	3.93 (1.56)	4.30 (1.90)	3.65 (1.43)	4.99 (1.87)	4.86 (1.49)
24. Prices for Food Accommodation	4.72 (1.40)	4.05 (1.83)	4.38 (1.51)	3.82 (1.88)	4.40 (1.75)
25. Appropriately Priced Shopping Merchandise	4.21 (1.45)	3.62 (1.78)	4.37 (1.47)	4.29 (1.83)	4.06 (1.71)

Affective Image					
26. Unpleasant - Pleasant	2.38 (0.48)	2.13 (0.67)	2.04 (0.70)	2.07 (0.68)	2.29 (0.55)
27. Sleepy - Arousing	2.11 (0.55)	1.86 (0.72)	1.59 (0.95)	1.81 (0.71)	2.04 (0.63)
28. Distressing - Relaxing	2.40 (0.51)	2.20 (0.69)	2.11 (0.65)	2.10 (0.65)	2.30 (0.51)
29. Gloomy - Exciting	2.16 (0.49)	1.92 (0.67)	1.84 (0.83)	1.99 (0.74)	2.25 (0.68)